Add an Advertisement   ☒

Advertisement:
[_____]

When did it Run?   [_____]   [---]

Until when?   [_____]   [---]

Type: [_____▼]

City: State:
[_____]   [_____▼]

[Add]   [Close]

Fig 1

External Media ☒

Advertisement	Type	Date/Time	expires [Date + Time]	City	State
▶ WPIX	TV	9/27/89 5:55am	1/1/02	bklyn	NY
Wabc	TV	9/14/00 3:45pm	9/14/01 3:45pm	bklyn	NY
wfan	RADIO	9/5/01 2:00pm	9/7/01 2pm	NYC	NY
Wabc	Television	9/5/01 4:00pm	9/7/01 11:59pm	MIAMI	FL
WKRU	RADIO	9/5/01 8pm	9/7/01 8pm	LA	CA
Boston Herald	Newspaper	9/6/01 6am	9/11/01 4pm	BOSTON	MA
New York Times	Newspaper	12/2/01 6am	9/28/01 12:05pm		NY
Boston Globe	Newspaper	10/31/01 11am	11/2/01 11am	BOSTON	MA
Newsday	Newspaper	10/15/01	10/15/01	NEW YORK	NY

[Add]   [Delete]   [Refresh]   [Close]

Figure 2

IP Information ☒

IP Address:

[   ]

Clicked:

[   ]

City: State:

[   ]   [   ]

◀◀ ◀ Record: ___   ▶ ▶▶

[Add   ]   [Delete]   [Close]

Fig 3

Advertisement Hit Detailed Report

Boston Globe		Newspaper	10/31/01 11:00:00 AM
City	**State**	**Time Clicked**	**IP Address**
Boston	MA	11/1/01 9:00:00 AM	101.957.03

Hits: 1

Boston Herald		newspaper	9/6/01 6:00:00 AM
City	**State**	**Time Clicked**	**IP Address**
Boston	MA	9/6/01 10:00:00 AM	255.76.35.120
Boston	MA	9/10/01 8:45:00 PM	201.22.25.01

Hits: 2

Wabc		tv	9/14/00 3:45:00 PM
City	**State**	**Time Clicked**	**IP Address**
Albany	NY	9/5/01 1:00:00 PM	232.12.42.05

Hits: 1

wfan		radio	9/5/01 2:00:00 PM
City	**State**	**Time Clicked**	**IP Address**
NYC	NY	9/5/01 3:30:00 PM	255.78.20.24

Hits: 1

Total Advertising Hits: 5

Figure 4

Hits Unaccounted for

City	State	IpAddress	Date/Time Clicked
Boston	MA	214.25.26.40	9/12/01 5:30:00 PM
	AL	21.21.21.21	9/2/01 9:00:00 AM

Figure 5